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TITLE: Advertisement method using chatting system

INVENTOR: KIM, J Y

PATENT-ASSIGNEE: HANWHA CORP[HANWN]

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PATENT-FAMILY:

| PUB-NO | PUB-DATE | LANGUAGE | PAGES | MAIN-IPC |
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| KR 2002024909 A | April 3, 2002 | N/A | 001 | G06F 017/60 |

APPLICATION-DATA:

| PUB-NO | APPL-DESCRIPTOR | APPL-NO | APPL-DATE |
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ABSTRACTED-PUB-NO: KR2002024909A

BASIC-ABSTRACT:

NOVELTY - An advertisement method using a chatting system is provided to easily and quickly search a conversation object of desired content and talk with the conversation object by recognizing a keyword repeated between talkers, displaying an advertisement object such as a banner advertisement of a company associated with the keyword, and being moved to a site of a corresponding company.

DETAILED DESCRIPTION - A conversation window selected by a user is displayed on a monitor of a user(S102). The user inputs conversation content and converses with an object in a corresponding conversation window(S103). It is judged whether a keyword previously set by a system operator is repeatedly inputted by

the number of uniform times among the conversation content between users(S104). If the keyword previously set by the system operator is repeatedly inputted by the number of uniform times, an advertisement object associated with a corresponding keyword is displayed on the conversation window(S105). When the user clicks the advertisement object, it is moved to a site of a corresponding company of the advertisement object(S106,S107).

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS: ADVERTISE METHOD SYSTEM

DERWENT-CLASS: T01

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